Station WPGH-TV PITTSBURGH, PA
Advertiser () POLITICAL
Product KEITH ROTHFUS PACD12
Estimate# 2715
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2715
Flight Dates 09/21/2012 - 09/24/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () KATHRYN SARDINSKY
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

PA CD 12 KEITH ROTHFUS **********NONDISCRIMINATION********** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
1	09/21-09/24	10P-1030P	NEWS	:30	$900.00	F,M	2	1	2	$1,800.00
2	09/23-09/23	10A-11A	NEWS	:30	$75.00	SU	1	1	1	$75.00
3	09/21-09/24	7P-730P	BIG BANG	:30	$1,200.00	F,M	2	1	2	$2,400.00

---REPORT TOTALS---

Report Totals: 5 / $4,275.00

---SALES MONTHLY TOTALS---

Sep 12: 5 / $4,275.00

Sales Totals: 5 / $4,275.00
Station Totals: 5 / $4,275.00
Lines not sent/rcld/rtrn: 0 / $0.00

---COMPETITIVE---

Market Totals	$53,438	CABL	0%	KDKA	0%	UNKN	92%	WPCW	0%	WPGH	8%
		WPMY	0%	WPXI	0%	WTAE	0%				

---COMPETITIVE COMMENTS---

SHARES TO FOLLOW

Books null
Demos RA35+

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